## AMENDMENTS TO THE CLAIMS

### IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1.     (Previously Presented)  A computer-implemented method for distributing content to a content consumption device having an audio output channel and a video output channel, the method comprising:

detecting a fast forward action performed by the content consumption device during rendering of preferred content that makes available the audio output channel of the content consumption device by the performing of the fast forward action;

selecting audio content to be played on the content consumption device on the available audio output channel based on an automated algorithm that selects audio content to be played from a repository of audio content; and

playing the selected audio content on the content consumption device on the available audio output channel simultaneously with the preferred content during the performing of the fast forward action.

2.     (Cancelled)

3.     (Previously Presented)  The method of claim 1, further comprising:

providing a benefit to a user of the content consumption device in exchange for playing the selected audio content.

4-9.     (Cancelled)

10.     (Previously Presented)  The method of claim 1, wherein the selected audio content is a personal message.

11.     (Previously Presented)  The method of claim 1, further comprising:

determining a preference of a user of the content consumption device, wherein the determined user preference includes at least one of a shopping preference, a show preference, a purchase history, a music preference, and a video preference; and

populating the repository of audio content based upon the determined user preference .

12.     (Previously Presented)  The method of claim 11, further comprising:

playing the selected audio content based on the determined user preference.

13.     (Cancelled)

14.     (Previously Presented)  The method of claim 1, further comprising:

providing software code in the content consumption device for causing the playing of the

selected audio content.

15.     (Previously Presented)  The method of claim 1, further comprising:

providing software code in a medium used by the content consumption device for causing

the playing of the selected audio content.

16.     (Previously Presented)  The method of claim 1, further comprising:

 transmitting a signal to the content consumption device for causing the playing of the

selected audio content.

17-19. (Cancelled)

20.     (Previously Presented)  The method of claim 1, further comprising:

generating a message documenting the detected fast forward action.

21.     (Previously Presented)  The method of claim 20, wherein the detected fast

forward action includes skipping of a commercial being played on the content consumption

device.

22-23. (Cancelled)

24.     (Previously Presented)  The method of claim 1, wherein the selected audio

content is labeled as at least one of audio content, personalized advertisement audio content, and

regional advertisement audio content.

25.    (Previously Presented)  The method of claim 1, wherein the audio output channel is not free, and further comprising:

playing the selected audio content on the content consumption device on a portion of the available audio output channel; and

playing preferred content on the content consumption device on a remaining portion of the available audio output channel.

26-78.  (Cancelled)

79.    (Currently Amended)  A computer-implemented method for distributing content to a content consumption device having an audio output channel and a video output channel, the method comprising:

detecting a pause action performed by the content consumption device during rendering of preferred content that makes available the audio output channel of the content consumption device by the performing of the pause action;

selecting audio content to be played on the content consumption device on the available audio output channel based on an automated algorithm that selects audio content to be played from a repository of audio content; [[and]]

playing the selected audio content on the content consumption device on the available audio output channel simultaneously with the preferred content during the performing of the pause action; and

providing a benefit to a user of the content consumption device in exchange for playing the selected audio content.

80.    (Cancelled)

81.    (Previously Presented)  The method of claim 79, wherein the selected audio content is a personal message.

82.    (Previously Presented)  The method of claim 79, further comprising:

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determining a preference of a user of the content consumption device, wherein the determined user preference includes at least one of a shopping preference, a show preference, a purchase history, a music preference, and a video preference; and

populating the repository of audio content based upon the determined user preference.

83.    (Previously Presented)  The method of claim 82, further comprising:

playing the selected audio content based on the determined user preference.

84.    (Previously Presented)  The method of claim 79, further comprising:

providing software code in the content consumption device for causing the playing of the selected audio content.

85.    (Previously Presented)  The method of claim 79, further comprising:

providing software code in a medium used by the content consumption device for causing the playing of the selected audio content.

86.    (Previously Presented)  The method of claim 79, further comprising:

transmitting a signal to the content consumption device for causing the playing of the selected audio content.

87.    (Previously Presented)  The method of claim 79, further comprising:

generating a message documenting the detected pause action.

88.    (Previously Presented)  The method of claim 87, wherein the detected pause action includes pausing of a commercial being played on the content consumption device.

89.    (Previously Presented)  The method of claim 79, further comprising:

distributing content to the content consumption device, including content that is at least one of labeled as preferred audio content, labeled as personalized advertisement audio content, and labeled as regional advertisement audio content.

90.    (Previously Presented)  The method of claim 79, wherein the audio output channel is not free, and further comprising:

playing the selected audio content on the content consumption device on a portion of the available audio output channel; and

playing preferred content on the content consumption device on a remaining portion of the available audio output channel.

91.  (Currently Amended)  A computer-implemented method for distributing content to a content consumption device having an audio output channel and a video output channel, the method comprising:

detecting a radio mode action performed by the content consumption device during rendering of preferred content that makes available the video output channel of the content consumption device by the performing of the radio mode action;

selecting video content to be played on the content consumption device on the available video output channel based on an automated algorithm that selects video content to be played from a repository of video content; [[and]]

playing the selected video content on the content consumption device on the available video output channel simultaneously with the preferred content during the performing of the radio mode action; and

providing a benefit to a user of the content consumption device in exchange for playing the selected video content.

92.  (Cancelled)

93.  (Previously Presented)  The method of claim 91, wherein the selected video content is a personal message.

94.  (Previously Presented)  The method of claim 91, further comprising:

determining a preference of a user of the content consumption device, wherein the determined user preference includes at least one of a shopping preference, a show preference, a purchase history, a music preference, and a video preference; and

populating the repository of video content based upon the determined user preference.

95.  (Currently Amended)  The method of claim [[91]] 94, further comprising:

playing the selected video content based on the determined user preference.

96.     (Previously Presented)  The method of claim 94, further comprising:

providing software code in the content consumption device for causing the playing of the selected video content.

97.     (Previously Presented)  The method of claim 91, further comprising:

providing software code in a medium used by the content consumption device for causing the playing of the selected video content.

98.     (Previously Presented)  The method of claim 91, further comprising:

 transmitting a signal to the content consumption device for causing the playing of the selected video content.

99.     (Previously Presented)  The method of claim 91, further comprising:

generating a message documenting the detected radio mode action.

100.     (Previously Presented)  The method of claim 91, further comprising:

distributing content to the content consumption device, including content that is at least one of labeled as preferred video content, labeled as personalized advertisement video content, and labeled as regional advertisement video content.

101.     (Previously Presented)  The method of claim 91, wherein the video output
            channel is not free, and further comprising:

playing the selected video content on the content consumption device on a portion of the available video output channel; and

playing preferred content on the content consumption device on a remaining portion of the available video output channel.